



~~February 18, 2003 CPC~~
February 26, 2003 BS

STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

03SN0199

Chesterfield County Board of Supervisors

Matoaca Magisterial District
East line of Winterpock Road

REQUEST: Amendment to Conditional Use Planned Development (Case 88S003) relative to signage and exceptions to Ordinance requirements.

PROPOSED LAND USE:

The applicant is requesting an amendment to Case 88S003 (Textual Statement Item 12, General Conditions) to delete the requirement for sign package approval through the Planning Commission and exceptions to Ordinance requirements to permit non-profit organization signs larger than ten (10) square feet in area and five (5) feet in height and to permit changeable copy to exceed one-half (½) the sign face area for such signs.

PLANNING COMMISSION RECOMMENDATION

RECOMMEND APPROVAL SUBJECT TO THE CONDITIONS ON PAGE 2.

STAFF RECOMMENDATION

Recommend approval for the following reasons:

- A. The current sign standards of the Zoning Ordinance do not address large planned communities and do not allow for adequate identification to advertise community events in such developments.

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- B. Eliminating the comprehensive sign package approval would result in signage review that is consistent with the Zoning Ordinance requirements for other residential projects.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER MAY PROFFER CONDITIONS. THE CONDITIONS NOTED WITH "STAFF/CPC" WERE AGREED UPON BY BOTH STAFF AND THE COMMISSION. CONDITIONS WITH ONLY A "STAFF" ARE RECOMMENDED SOLELY BY STAFF. CONDITIONS WITH ONLY A "CPC" ARE ADDITIONAL CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION.)

CONDITIONS

- (STAFF/CPC) 1. A maximum of two (2) signs that advertise community events for the Birkdale development shall be permitted to contain a maximum of twenty-five (25) square feet in area and a maximum of eight (8) feet in height. Such signs may incorporate up to 100 percent changeable copy. (P)
- (STAFF/CPC) 2. The location of the signs identified in Condition 1 shall be in the vicinity of the intersection of Royal Birkdale Parkway and Royal Birkdale Drive and the intersection of Royal Birkdale Boulevard and Royal Birkdale Drive. (P)
- (STAFF/CPC) 3. In conjunction with the approval of this request, Textual Statement Item 12, General Conditions, Case 88S003, shall be deleted. (P)

(NOTE: With the exception of Textual Statement Item 12, General Conditions, all previous conditions of Case 88S003 shall remain in effect for the subject property.)

GENERAL INFORMATION

Location:

East line of Winterpock Road at Bethia Road and the west line of North Spring Run Road, north of Buck Rub Drive. Tax ID 725-665-7515 (Sheets 15 and 23).

Existing Zoning:

R-9 with Conditional Use Planned Development

Size:

182.3 acres

Existing Land Use:

Community recreation and open space area

Adjacent Zoning and Land Use:

North, East, South and West – R-12 and A; Single family residential (including Birkdale Subdivision), or vacant

UTILITIES; ENVIRONMENTAL AND PUBLIC FACILITIES

The requested amendment will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Upper Swift Creek Plan which suggests the development is appropriate for single family residential use of 2.0 dwelling units per acre or less.

Area Development Trends:

Area properties are zoned residentially and agriculturally and are characterized by single family residences within subdivisions and on acreage parcels, and vacant land. It is anticipated that residential zoning and land use patterns will continue in the area consistent with densities suggested by the Plan.

Zoning History:

On February 24, 1988, the Board of Supervisors, upon a favorable recommendation from the Planning Commission, approved a rezoning of a 497.5 acre tract to Residential (R-9) with a Conditional Use Planned Development to permit residential, recreational and open space uses, commonly known as the Birkdale development (Case 88S003). With approval of this request, a condition was imposed requiring a complete development sign package to be reviewed and approved by the Planning Commission. (Textual Statement Item 12, General Conditions)

Signs:

The Zoning Ordinance currently permits non-profit organization signs to be eight (8) square feet in area and five (5) feet in height. These signs may be increased to ten (10) square feet if changeable copy, not exceeding one-half (½) the total area of the sign face, is incorporated into the sign face. Representatives of the Birkdale Community have indicated that this size limitation precludes adequate announcement of community events, given the development's size and provision of recreational amenities. This request would permit this sign area to be

increased to a maximum of twenty-five (25) square feet, and the height to be increased to eight (8) feet. Further, the changeable copy portion of such signs would not be limited to a percentage of the total sign area. Recommended conditions would limit the number of these signs to two (2) and would limit their location to inside the entrances to the Birkdale development off of Winterpock and Spring Run Roads. (Conditions 1 and 2)

Conditions of zoning require that a comprehensive sign package be approved by the Planning Commission prior to the installation of any sign in the Birkdale development. Current Zoning Ordinance standards do not require that residential communities obtain sign package approval. Eliminating this requirement would result in signage review that is consistent with the Zoning Ordinance requirements for other residential projects. (Condition 3)

CONCLUSIONS

The regulations identified in the County Sign Ordinance are designed, in part, to promote maximum legibility of signs and to prevent their over-concentration as well as excessive height, bulk and area. These standards, however, do not adequately address the needs of large planned communities that rely upon signage to advertise community events. Conditions, as recommended, would restrict the size and location of such signs to be compatible with the surrounding development and to minimize visual distractions to motorists along both Winterpock and Spring Run Roads by locating such signs interior to the development.

Further, eliminating the requirement for a comprehensive sign package approval by the Planning Commission would result in signage review that is consistent with the Zoning Ordinance requirements for other residential projects.

Given these considerations, approval of this request is recommended.

CASE HISTORY

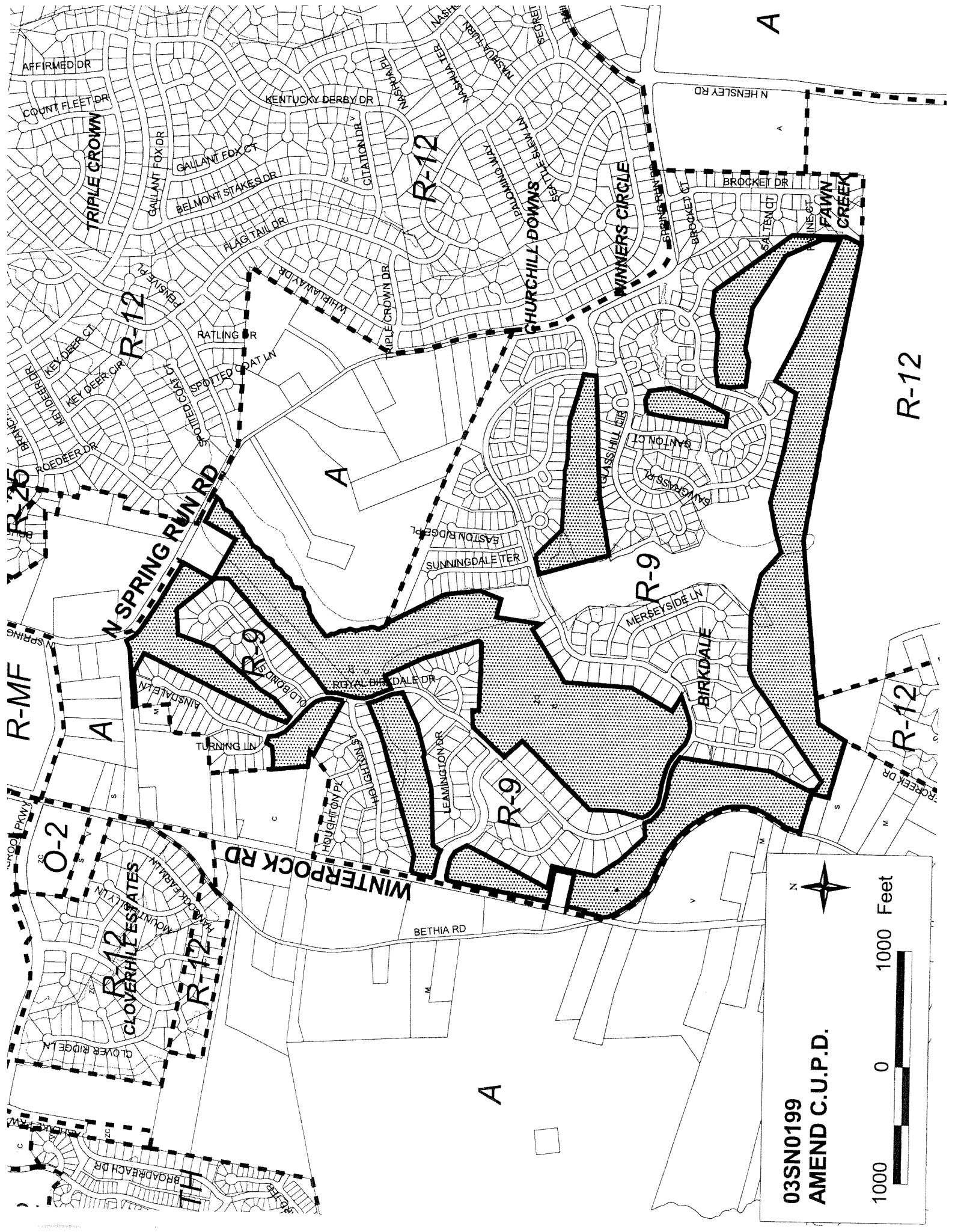
Planning Commission Meeting (2/18/03):

The applicants' representative accepted the recommendation. There was no opposition present.

On motion of Mr. Stack, seconded by Mr. Cunningham, the Commission recommended approval of this request subject to the conditions on page 2.

AYES: Unanimous.

The Board of Supervisors, on Wednesday, February 26, 2003, beginning at 7:00 p.m., will take under consideration this request.



03SN0199
AMEND C.U.P.D.



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